

5 first presenting a first presentation, via the Internet, to a user at said user node, during Internet interactions between the user and the service of said first Internet connection, wherein said first presentation identifies at least one of a purchasable product and a purchasable service; and wherein said first presentation is: unrequested by the user, and substantially unrelated to a performance of the service by the user;

10 transmitting data, via an Internet communication, indicative of an action by the user in response to said step of first presenting;

receiving, via the Internet, a second presentation for presenting to the user, wherein said second presentation is determined using said data, said second presentation also identifying one of a purchasable product and a purchasable service; and

second presenting to the user said second presentation during the first Internet connection.

Sub. C² > 98
2. (New) A method of advertising on the Internet, comprising:
for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

5 first transmitting, from the user, an Internet request for contacting a providing node of the Internet, said providing node provides access to one or more display presentations for a service with which the user desires to interact, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive via the Internet with the user;

10 first receiving, via the providing node, said one or more display presentations for presenting on at least a portion of a display of a user node by which the user accesses the Internet;

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15 first presenting, by the user node, overlapping with a display of at least one of the display presentations, a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received via the Internet in response to Internet transmissions by the providing node, and displayed on at least a portion of said display;

20 second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is: (a) received via the Internet in response to Internet transmissions by the providing node, and (b) displayed on at least a portion of said display without the user providing an input subsequent to said steps of first transmitting, first receiving and first presenting to which said one or more additional advertising presentations are responsively provided;

25 second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;

second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

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(New) A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following steps are performed during said corresponding Internet connection:

receiving, at an Internet providing node and from a user node by which the user accesses the Internet, an Internet request for one or more display presentations of an interactive service, wherein said request has associated therewith an Internet address for contacting the providing node, and wherein said interactive service is interactive via the Internet between said providing node and the user;

transmitting to the user node, in response to said Internet request

(a) and (b) following:

(a) said one or more display presentations of said service for presenting on at least a portion of a display for the user node, and

(b) one or more advertising presentations, wherein a first of said advertising presentations is also displayed on at least a portion of said display with at least one of said display presentations;

wherein, over time, one or more additional of said advertising presentations are presented on at least a portion of said display without the user providing an input having a corresponding next response that presents said one or more additional advertising presentations;

wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information, provided in said step of transmitting, for contacting said destination node with said data.

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4.

(New) A method of advertising on a network, comprising:

for each of one or more users accessing the network, the following steps are performed:

first transmitting, from the user, a corresponding request for accessing a providing node of the network, said providing node provides one or more interactive display presentations, wherein said request has associated therewith a network address for identifying the providing node;

first receiving, from the providing node via the network, said one or more interactive display presentations for presenting on at least a portion of a display of a user node by which the user accesses the network, and wherein said interactive display presentations are interactive, during a continuous connection to the network, between the user and said providing node;

first presenting, by the user node, concurrently with at least one of the interactive display presentations, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is received via the network from some node of the network, and displayed on at least a portion of said display;

second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is:

(a) received via the network from said some node, and

(b) displayed on at least a portion of said display without the user providing an input that causes said additional advertising presentation to be displayed;

second transmitting, via the network, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted:

(i) from said user node, and

(ii) to a destination node of the network, said destination node identified at said user node by a destination network address used for transmitting said data;

second receiving, via the network, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said step of second transmitting.

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5.

(New) A method of providing a presentation on a network, comprising:

activating a network service accessible from a first network node during a connector to the network, wherein one or more interactive service presentations are presented to a user during an activation of the network service by a network user node from which the user accesses the network;

inputting, by the user, service related information during a presentation of the service presentations for transmitting said information, via the network connection, to said first network node during the activation of the network service;

presenting concurrently with the service presentations at the network user node, a first presentation for providing information related to one of a product and a service, wherein said first presentation is transmitted for display during the activation of the network service, and a display of said first presentation is replaced by a different, second presentation during the activation of said network service substantially independently of any user input, wherein at least one of said service presentations for presenting on the network user node is determined without regard to which one of said first and second presentations is presented concurrently with the at least one service presentation to the user;

wherein said first advertising presentation includes network link data that includes a network identifier identifying another presentation;

activating, by the user, said first presentation for requesting said another presentation during said network connection, wherein the user provides an input related to a position of a display of said first advertising presentation;

presenting said another presentation at the network user node;

providing, by the user, product or service purchasing data to said another presentation; and receiving the product or service in response to said step of providing.

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(New) A method of providing a presentation on a network, comprising:

activating, by a user at a network user node, a network service which is at least partially performed at a first network node during an on-line connection to the network, wherein one or more interactive service presentations are presented to the user at the user network node during the on-line network connection for performing the network service and an interactive content is provided at the network user node by at least one of said service presentations, said content concerning the service;

receiving, at the first network node and during the activation of the network service, network transmissions from the user node for one or more interactions between the user and said interactive service presentations concerning said interactive content;

responding, by the first network node, to at least one of said network transmissions prior to receiving some next one of said network transmissions from the user;

determining a particular one of a plurality of advertising presentations wherein said advertising presentations are used for presenting to the user information about at least one of a product and a

15 service, and wherein said particular presentation includes network link data for identifying another
presentation related to said particular presentation, said network link data associated with a
corresponding one or more positions on a display of said particular presentation;

20 providing, for display concurrently with a display of at least some said interactive content of
the service presentations at the network user node, said particular advertising presentation, wherein
a display of said particular advertising presentation is activated for transmitting during said on-line
network connection, said another presentation to the user when the user provides an input identifying
one of said one or more positions on a display of said particular presentation, and wherein said
interactive content is substantially unaffected by which of said advertising presentations is identified
in said step of determining said particular presentation.

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X (New) A method as claimed in Claim ¹⁰² 6, wherein said step of activating includes one
of: (a) activating an instance of a game as at least a portion of the network service, and (b) accessing
a first Internet site as said first network node, wherein a second Internet site different from said first
Internet site performs said step of providing.

Respectfully submitted,

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Date: 2/11/00